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KISAN COMMUNICATIONS AND OUTREACH PLAN

KNOWLEDGE-BASED INTEGRATED SUSTAINABLE AGRICULTURE AND NUTRITION PROJECT (KISAN)

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KNOWLEDGE-BASED INTEGRATED SUSTAINABLE AGRICULTURE AND NUTRITION PROJECT (KISAN) OUTREACH AND COMMUNICATIONS PLAN

INTRODUCTION

As indicated in sections C.4.13 and C.4.18 in USAID's Knowledge-based Integrated Sustainable Agriculture and Nutrition Project (KISAN) Contract, this Outreach and Communications Plan is submitted with the first Annual Work Plan and Life of Project Implementation Plan. The Communications and Outreach Plan details how KISAN will communicate with USAID and its stakeholders to facilitate project deliverables, and to ensure a positive public image of the program as a USAID initiative providing assistance from the American people. The purpose of this strategy is to facilitate project activities, outcomes and objectives by developing and maintaining a positive perception of all project activities across all stakeholders and beneficiary communities.

This will be carried out through processing, documentation, delivery and exchange of knowledge and information through information and knowledge management (IKM). Coordinated collection of key information will ensure systematic retention of USAID's institutional memory; this vital resource is anticipated to build on and augment the organizational capabilities of USAID and all project partners, enabling them to conduct project activities with improved efficiency, as well as serving as a foundation for similar activities in the future. Simultaneously, this will strengthen general perception of the project among the American and Nepali public alike, fostering goodwill between partners, and respective public and stakeholders. Project visibility will be ensured across all KISAN components and output-based initiatives through the USAID standard branding strategy.

The plan is categorized as follows:

Part I Project Identity and Audiences includes a discussion of the project identity and the stakeholder analysis, identifies and groups the audiences, and presents a foundation for the communication strategies.

Part II Communications and Outreach strategy presents the strategy for how the KISAN project communicates within the KISAN team and partners; USAID; and keeps the Government of Nepal informed.

Part III Output-based communications and outreach details communications and outreach that meet the objectives of the project where the primary objective is changing attitudes and behaviors.

The Annex includes the work plan for staff to follow, with details on communication tools and products, timing, and guidance for effective implementation.

PART 1: PROJECT IDENTITY AND AUDIENCES

1.1 SINGLE PROJECT IDENTITY

The KISAN project is part of the Feed the Future (FTF) initiative and is the flagship food security project of USAID/Nepal. The project's overall goal is to sustainably reduce poverty and hunger in Nepal by achieving inclusive growth in the agriculture sector, increasing the incomes of farm families, and improving nutritional status, especially of women and children. Winrock International, together with agriculture and nutrition organizations will implement KISAN. The project aligns with the Government of Nepal (GON) agriculture and nutrition strategies. The project consists of linked agriculture and nutrition-related activities carried out through Components A and B respectively. As requested by USAID, KISAN activities will be coordinated through GON's agriculture and health Ministries and Departments in accordance to output requirements. The KISAN partnership and stakeholder base is therefore very wide, encompassing national and international audiences. Although varied messages and channels for communication and outreach will be adopted, Winrock has developed a strategy to ensure the program is framed as a single program, encompassing Components A, B, and C. The project will be identified simply as the KISAN project. This single program identity will be maintained in all project communication, outreach, branding, documentation, and during interaction with stakeholders.

1.2 AUDIENCES AND STAKEHOLDERS

Communication and outreach will target not only external audiences (American and Nepali public; Government of Nepal; other stakeholders; and local and national press), but also ensure internal communications within the project team (USAID, partners, project component managers, and staff). The audience groups will vary depending upon the communications objective, and will be identified for each communications campaign.

Target internal audiences and stakeholders include: KISAN staff; USAID; and partner organizations.

Target external audiences and stakeholders include: beneficiaries; the Government of Nepal; other FTF/USAID implementers; other development stakeholders; agribusinesses; and Nepali organizations.

While the communications team will manage formal communications, a considerable amount of informal communications is conducted through social gatherings, impromptu professional encounters, and off-program conversations at workshops and conferences. A clear understanding of the project's identity and mission will be fostered in all staff and partners through consistent use of standard messages.

1.3 COMMUNICATIONS STRATEGIES

Channels of communication will be established both to reach the varied audiences, and also to access feedback from them. This aspect is essential in order to periodically assess communications products and approaches to meet the project targets better. All modes of outreach and communication: annual work plans, all performance reports, case studies, as well as meetings and training programs will solicit stakeholder feedback. A variation of specific tools, channels, tactics, techniques, events and activities will be utilized as appropriate as illustrated in Figure 1 below. The strategy will consist of an integrated information and knowledge management framework (IKM) for systematic documentation and retrieval, together with communications activities.

KISAN Communications Strategy

1) Communications and Outreach:

  - Internal information sharing systems
  - External information sharing systems

2) Information and Knowledge Management:

  - Information products and channels of delivery and exchange
  - WI-KISAN M&E system
  - Improved documentation systems
  - Emergency response plan

3) Output-based Outreach:

  - Public/Beneficiary awareness campaigns
  - Improved knowledge and behavior on nutrition, hygiene, and sanitation practices

1.4 BRANDING AND MARKING

1.4.1 USAID identity in Public communications and Program materials

The name of the project for marking purposes is "USAID's Knowledge-based Integrated Sustainable Agriculture and Nutrition Project" or "USAID KISAN Project". Visibility of the funding agency will be ensured for literate as well as non-literate audiences by vocal as well as written acknowledgements to USAID as appropriate.

  - Meetings, workshops and training programs will include verbal acknowledgements. Written media, reports; interviews; materials for trainings and events; curriculum/deliverables; banners at events (farmers' field days, training graduations, events, etc.); radio shows; training completion certificates; and marketing and other reports, etc. will feature logos in compliance to branding standards.

- All the training materials and grants applications will be developed in accordance to USAID branding. The project will follow the Branding and Marking Plan and ADS Chapter 320: Branding and Marking and consistently incorporate the message "This assistance from USAID is made possible by the generous support of the American people". The Nepali version of this branding will include the phrase 'to sustainably reduce hunger and poverty in Nepal', indicating that "This assistance from USAID is made possible by the generous support of the American people to sustainably reduce hunger and poverty in Nepal." This will be visible in all communications and materials directed to beneficiaries.

- The Branding and Marking plan specifies that communications produced by the project will prominently display the USAID identity. The name of the contractor and sub-contractors, including Winrock, will be included as defined in the marking plan. There will not be a unique program logo.

- Any "public communications," as defined in 22 C.F.R. 226.2, funded by USAID, in which the content has been approved by USAID, will contain the following disclaimer: "This study/report/audio-visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Winrock International and do not necessarily reflect the views of USAID or the United States Government."

PART II: COMMUNICATIONS AND OUTREACH STRATEGY

The overall communications strategy will incorporate varied mechanisms for sharing of information internally between the KISAN team, USAID, partners, as well as externally between the project, beneficiaries and other public and private stakeholders.

2.1 INTERNAL

2.1.1 USAID/Nepal

Communication mechanisms between KISAN and USAID will include:

- **A quarterly calendar of public events** to be organized by the project including approximate date, location, and audience. The initial calendar will be submitted along with the communications plan, and subsequent calendars submitted every three months, 15 days before the quarter begins.

- **Performance reports** as required by the contract. These will begin with project initiation deliverable documents, monthly reports, success stories, oral briefings, regular quarterly performance reports, and annual performance reports; as well as the project completion reports.

- **Documentation** with accompanying photographs. Stories are essential tools for communicating project achievements and progress. KISAN will set a goal to create at least three stories/case studies per quarter beginning with Year 2, including ideas for Frontline stories. The communications team will review the work plan and note specific milestones and achievements that will warrant a success story, and assign responsibility for producing it. Extensive guidance on success stories will be provided to KISAN staff, including an activity for the team building workshop that introduces the story concept to staff and provides motivation and guidance for creating stories from the field.

- **Clippings of press articles** that mention the project. KISAN will keep track of all features about the project in print and electronic media. These will be categorized and submitted to USAID together with quarterly performance reports.

- Support for **high-level visitors and USAID interactions at district levels.** KISAN will organize and coordinate high level visits and events associated with project activities as necessary for USAID and the U. S. Embassy.

- **Participation at associated USAID events** to ensure visibility of USAID support and to highlight project achievements. KISAN will participate in all USAID-associated agriculture, nutrition, water sanitation and hygiene, or literacy events and highlight project achievements.

Communications for Compliance

KISAN will ensure compliance with USAID's communications guidelines. This includes sharing:

- At least two copies of all public communications materials produced by the project.

- At least one electronic or one hard copy of all final documents to USAID's Development Experience Clearinghouse.

- Any press releases, media events, and media interviews to USAID for comments and suggestions before releasing them to the media or the public.

- All training materials and media engagement information (e.g., audio/visual, interview, public service announcements, talk shows, scripts, radio shows) at least two to three weeks prior to these events so USAID can provide input, including to check for compliance with USAID graphic standards and the approved Marking Plan.

- KISAN will share templates of banners, public documents with USAID prior to high level visits and events.

2.1.2 Within the KISAN team

There will be clear lines of communication between the contractor and USAID COR, as well as the various components and partners. Sharing of information between components and partners both horizontally and vertically will be ensured. Vertical communication within the project is critical to project implementation. Upward flow of information from partners to components will be enabled up the management levels of each component, as well as from field to central component level in the form of regular reporting and interactions. Information about project updates and successes will be channeled through interactions and documentation at various levels.

In addition to the defined vertical channels of communication, a uniform horizontal sharing of project information will be conducive to efficient implementation of the project. Information about inter- as well as intra-component updates will be provided to all project staff through access to databases and web-based services; outreach material; meetings at various levels and locations; as well as essential templates and project material. Please see IKM section. Details of the flow of project information through partners, components, and staff are presented in the coordinated implementation plan.

All staff will be identified as KISAN staff regardless of their organizational affiliation within the KISAN partnership. Staff will be housed in the same office in Kathmandu, Nepalgunj or in the Districts and participate in regular staff meetings. Staff will report to their task-specific supervisor. Staff will also report to a Coordinator (Regional, District, or VDC Coordinator) that may be from another organization. The KISAN implementation strategy allows the activities in all components to lead towards the achievement of the overall project goals.

Intra-project Communication will include:

- Regular joint interaction between Component A and Component B staff at district level for overall project updates, in addition to monthly update meetings.

- Regular joint interaction between Component A and Component B staff in regional office for project coordination.

- Regular joint interaction between Component A and Component B leads and COP at central level for optimum project coordination.

- Weekly reporting of all field level deliverables/activities to district level through interactions and telephone.

- Weekly reporting of all district level deliverables/activities to regional level through interactions, telephone, and emails.

- Monthly reporting of all regional updates to central level through interactions, telephone, reports, and emails.

- Monthly joint staff meeting for overall project updates at central level.

- Information from the central down to district level will be mobilized along the same paths and points of contact. This can include fact sheets, newsletters, success stories, media clippings, etc.

- Semi-annual team building events for all staff.

2.2.3 Between KISAN Partners

Regular sharing of information between KISAN partner organizations will be maintained at central management levels. Organizations will then coordinate with their respective KISAN staff to follow up on project progress.

Communications with KISAN Partner organizations will include:

- The COP will lead monthly partner management meetings. These meetings will alternate monthly between central and regional levels.

- Exchange of project information such as fact sheets, newsletters, success stories etc.

2.2 EXTERNAL

KISAN's communications strategy will facilitate project activities, outcomes and objectives with all stakeholders and beneficiary communities. The strategy will also develop and maintain a positive perception of all project activities across all stakeholders and beneficiary communities.

2.2.1 GON

KISAN will work in coordination with the both the Ministry of Agriculture Development, and the Ministry of Health and Population and their respective departments. Output-specific outreach and

communication modalities are presented in Part II. In general, channels of communication will be maintained with GON throughout project period through:

- Periodic updates by Component leads to respective government line agencies.

- Regular interaction in joint committees and advisory groups at central, regional, district levels, including participation in health/nutrition/sanitation and agriculture committees. See Part III.

- Updated project one-page fact sheet in English and Nepali to introduce and maintain project updates.

- Quarterly electronic newsletters to present relevant and current messages. The newsletter can provide further detail on events and successes presented in the bi-weekly brief, profile beneficiary firms and individuals, and include a calendar of events.

KISAN staff will annually solicit feedback from staff that use the outreach material and adjust content accordingly. They will review the most frequent audiences for the various forms of communication, determine their needs, and ensure that the material meets those needs. Annual updates will reflect progress toward goals and any adjustments in objectives or activities.

KISAN is collaborating and communicating with PAF, AFSP, Raising Income of Small and Medium Farmers Project (RISMFP), High Value Agriculture Project (HVAP, PACT, RISM, and Improved seed program for farmers. With AFSP, KISAN will share technical material, and will explore opportunities to collaborate in KISAN project locations.

2.2.2 Beneficiaries

There is a separate set of communication channels and outreach mechanisms for project beneficiaries. This is presented in Part III.

In addition to the output specific two-way communication and outreach, communities and beneficiaries in the project area will also be able to access general information about the project through interactions with project facilitators and beneficiary households, training and promotional material, as well as features in print and electronic media.

2.2.3 Other USAID Initiatives

The KISAN contract requires the project to maintain a strong collaborative environment with other ongoing USAID projects, particularly the Nepal Feed the Future and Global Health Initiative projects. Table 1 lists some of the USAID funded projects that KISAN will collaborate with.

Table 1. USAID Projects in close communication with KISAN

Program and Geographic Focus	Communication Events	Collaboration
Feed the Future		
CSISA: Cereal System Initiative for South Asia Mid-West, Far-West and West	Joint training meetings and exposure visits to CSISA demonstration sites. Regular technical meetings Share work plans Coordination through USAID's ICT Coordination Committee. Informal meetings	KISAIN will adopt the research findings in training in terms of varieties, crop in mechanization, conservation agriculture and other improved practices in terms of planting and input application.
HMRP: Hill Maize Research Program Hill Regions of Western Nepal	Regular technical meetings Meetings at district levels	Replicating the community seed production approach. Support seed production groups in KISAN districts
Integrated Pest Management-Innovations Lab (IPM-IL) Mid-West	Regular technical meetings at the national and district levels. Consultation for work plan, implementation and monitoring Coordination through USAID's ICT coordination committee.	KISAN is adopting the best practices/findings from IPM trials. KISAN will scale up and disseminate the findings through trainings.
Horticulture IL Mid-West	Meetings when project staff is in Nepal. Periodic calls and visits to UC Davis	KISAN will scale up best practices and findings. To date, their primary area of research, the desiccant beads for horticulture seed storage are not

		likely to have commercial markets in Nepal.
Nutrition IL	Meetings when project staff is in Nepal Periodic communications with Tufts	KISAN will share results with the Nutrition IL and are requesting their papers and research findings.
Livestock IL	Occasional technical meetings with IDE	KISAN will share any relevant findings of the Livestock IL. Since livestock is not a priority of KISAN we expect minimal overlap.
Peace Corps Mid-West	Periodic meetings while the volunteers are in training Monthly meetings with DC and PCVs	Will include PCVs in KISAN TOT and trainings and provide ideas for PCVs to become involved in KISAN.

Global Health Initiatives

Suaahara No geographic overlap	Frequent communication USAID partner meetings Connections through shared partners GHI and FTF GESI coordination committee	KISAN will use all the training materials, outreach products, and approach developed by Suaahara for Component B.
Health4Life Mid-west, Far-West, West	Frequent meetings at regional level COP coordination meetings Coordination committees between communications leads Coordination through USAID's ICT coordination committee.	Staff will coordinate with respect to training GOH district staff, as well as collaborating to establish an SMS-based channel to deliver health and nutrition BCC and messages.

Sajhedari Bikaas Mid-west, Far-West, West	Frequent meetings at regional level COP coordination meetings GHI and FtF GESI coordination committee	Ensuring we coordinate approaches with DDC and VDCs in terms of funds allocation and block grants

Other USAID Projects

Hariyo Ban, Mid-west, Far-West, West	COP coordination meetings GHI and FtF GESI Coordination Committee	Identify ways to link with their livelihood activities and CFUG efforts. Will use CFUGs to reinforce nutrition and agriculture messages

KISAN will maintain communications for exchange of technical information and backing from a range of FTF supported programs in Nepal and throughout the region. Primary means of communication will be:

- Regular COP coordination across Global Health Initiatives and Feed the Future projects through email and interactions.

- Monthly project coordination meetings with Global Health Initiatives and Feed the Future projects.

- Inter-project interaction through exchange of documents and participation at partner events.

- Cross-project coordination at various cross-cutting themes, including regular information communication technologies (ICT) and gender and social inclusion (GESI) coordination meetings.

2.2.4 Other Stakeholders

KISAN will seek to leverage support from other agriculture or nutrition programs operating in the region. These include coordination with a wide range of stakeholders through USAID's ICT Coordination Committee. This platform has enabled discussions around ways to integrate technology into agriculture. Core membership in the group is USAID's agriculture projects (KISAN, CSISA, IPM-IL, and NEAT). Participating members in the group have been USAID's H4L project, World Food Program (WFP), Department for International Development's (DfID) Samarth project, and private sector technology companies – Sparrow, Focus One, and Young Innovations.

Moreover, KISAN will maintain communication with other stakeholders active in the KISAN project areas – thematic as well as geographic overlap. These include the World Food Program, Rural Access Programme, and Helvetas.

KISAN will communicate with these groups in the following ways:

- Participation in multi-sector working groups and committees as detailed in Chapter III.

- Inter-project interaction through exchange of documents and participation at respective events.

- Exchange of standard documentation such as fact sheets, and focused information through emails, interaction, and newsletters.

2.3 INFORMATION AND KNOWLEDGE MANAGEMENT FRAMEWORK

Knowledge and information management cut across all KISAN partnerships and activities in Components A, B and C. Output-specific activities in the components are not separate but are highly interlinked and interdependent in that they will collect and utilize an assortment of information while maintaining interaction with all project stakeholders and beneficiaries. Component experts will gather information, deliver it as project output (training manuals, curricula, and outreach material), use information to feed into further project design (as outreach activities), and then archive this information for retrieval as needed. Development of an integrated IKM framework will therefore be an integral part of the communications strategy as it will enable this exchange to take place efficiently and effectively, both within specific components and in within the project overall.

USAID's previous initiatives have generated substantial information through the years. KISAN activities are expected to add to this wealth of knowledge. Institutionalizing information and knowledge management internally within the project is the first step in establishing an IKM framework. This would focus on the integration of IKM into component planning, as well as effective use of knowledge by the project with a view to improving outreach and impacts.

2.3.1 Communication Products

The project will develop a wide range of materials, including research papers, awareness campaign materials, marketing and trading information, training manuals, reports and studies. KISAN will explore using both print as well as electronic media (web based and cell phone based) and radio to identify the best vehicles for awareness of project-related issues. Better channels of distribution will be explored, as will new methods of marketing. Messages will be developed from marketing and public relations perspectives and constantly examine ways of improving project profile by focusing on best achievements.

2.3.2 WI-KISAN M&E System

Winrock is developing a web-based monitoring and evaluation system called WI-KISAN that will allow all staff to enter and track progress of the project. This online tool will be linked to all M&E indicators enabling deliverables to be tracked in real time. Authorized heads of offices at district and regional levels will update the system on an as-and-when-needed in accordance with deliverables/tasks completed. The M&E specialist will maintain regular guidance for efficient system implementation, and flag discrepancies or lags in activity implementation as required. Assessment of updated information in the Web-Interactive M&E system will be conducted weekly in the initial months, leading to fortnightly until the completion of Year 1, and then monthly. This resource will be a valuable tool to identify material for communications outputs such as case studies, etc. Updated assessments generated from this system will be included in the quarterly performance reports to USAID.

2.3.3 Improved Documentation Systems

An online depository for KISAN staff and USAID points of contact will be developed to facilitate access to limited information and transfer of essential documents irrespective of file sizes. This space can be linked to the online M&E WI-KISAN system, and can be made accessible to authorized personnel. Content will be revised with ongoing work in all components. The intranet will be designed to facilitate team efficiency by enabling access to vital documents from anywhere. This will also promote a paperless environment to an extent. The intranet will contain a variety of material, both project documents as well as organizational forms for easy access, including:

- USAID branding standards

- Partner logos and information

- Emergency policies and plans, including staff contact list; staff photos

- Calendar of key events, deadlines, planning information

- Photo database; Contacts database; partner information, contacts, etc.

- Employee forms; and other standard USAID templates and resources as applicable

- Project reports, solution stories, etc.; news stories and coverage; media contacts

- Training curricula and BCC material

- Relevant business plans; all project operations and implementation documents

- Computer troubleshooting tips and resources; How-to material

- Project line of contact/phone numbers, etc. as required for emergencies

- Project presentations, general presentations

2.3.4 GIS-enabled Activities

The KISAN project will integrate use of geo-spatial system enabled outputs where appropriate. These will include GIS integration during baseline activities, mapping of project activities and beneficiary households for future reference.

2.3.5 Emergency Response Plan

Winrock will develop and adopt a KISAN emergency response plan that will be applied in all offices and districts. The plan will provide guidelines for lines of communication in times of emergency, including responding to the media. In the event of an emergency, all KISAN staff will refer to the emergency response plan.

PART III: OUTPUT-BASED COMMUNICATIONS AND OUTREACH

This section presents a framework for the communications and outreach activities designed to meet the objectives of the project under the project work plans. Outreach is essentially the outward loop from the project and partner organizations to the target audience. It serves the purpose of disseminating information gathered from projects to audiences through assorted means to create wider awareness of project issues. Outreach and focused communications mechanisms will be developed for all tasks within both components as required. Communications material such as manuals, newsletters and other material developed as project outputs will be extended and highlighted through outreach opportunities including:

- Development and dissemination of output-specific BCC

- Sector-specific GON coordination and planning committees

- Participation in agriculture and nutrition/sanitation related conferences and events such as - agriculture fairs, academic events, panel discussions, talk programs, and exhibitions

- Mobilizing print and electronic media such as developing project-related features in related publications

3.1 OUTPUT-SPECIFIC BEHAVIOR CHANGE COMMUNICATION

3.1.1 Public Awareness Campaigns

Creating public awareness among target beneficiaries as well as to wider audiences is a significant objective of the communications strategy and will contribute considerably to project goals. The communications team will work with the component leads, targeting marketing information and nutrition messages to precisely define audiences, messages, and channels for focused communications campaigns. Project staff will work closely with VDCs to become committed to improved food security. For Component A, this means encouraging farmers to make use of private sector services (LSPs, Agrovets), government extension agents and manage their farm as an enterprise, rather than a vocation. For Component B, KISAN will use already developed public awareness campaigns to promote understanding and action on behalf of the communities to eradicate malnutrition, and to work towards establishing defecation-free zones in their VDC. General focus of public awareness campaigns will involve:

Focused communications and outreach

Specific messages will be delivered to target groups through focused communications and outreach modalities and tools. KISAN will select communications tools appropriate for each campaign, according to the needs and habits of the audience, the scope of the activity, and the project budget. Antenna

Foundation will be engaged to help with radio messages for market information, ENA and EHA messages.

KISAN will explore the potential to facilitate mobile phone based SMS-enabled communication with farmers about agriculture information, and with households about maternal and childhood nutrition and general sanitation. SMS' will be sent to a selected number of at-risk beneficiaries, but the information sent in the messages will also be displayed in collection centers and health centers as well for access by wider audiences. National and local level public private partnerships will be established to ensure updated repository of information to send on to beneficiaries, and human resources to archive information, as well as to ensure that the correct information is relayed to correct parties. Information for this SMS-enabled system will include:

- Component A: Innovative agriculture techniques and inputs; weather information; specific cropping cycle reminders; market price information; mobile money opportunities for access to credit and remittance, etc.

- Component B: Essential sanitation and hygiene information; public service announcements (PSAs) to encourage breast feeding; hand washing reminders; essential nutrition information for babies and children; importance of a diverse diet. To promote defecation-free zones, the project will initiate a public awareness campaign.

Promotional Materials

Promotional materials such as signboards and posters, counseling cards, and training manuals will support message dissemination, including the distribution of market information and behavior change communication.

- According to USAID guidelines for Component B, KISAN will adopt existing nutrition, water sanitation and hygiene training and promotional material approved by the GON and developed by the GHI/Suaahara project for KISAN BCC activities.

- Component A promotional messages will be developed around identification of improved agricultural inputs and services, as well as marketing approaches and events.

- KISAN will explore developing agrovets to serve as agriculture information centers.

Demonstrations and Events

Component A

- In collaboration with CSISA, KISAN will promote farmer field days to show farmers CSISA's crops varieties grown under different conditions to promote good agricultural practices and new varieties

- Field visits, and exchange visits will be used to expose farmers, traders, and MPC managers to see examples of successful pocket production areas and collection centers to serve as inspiration.

- Equipment demonstration events conducted in conjunction with local suppliers to showcase female-friendly and other appropriate equipment and tools to farmers.

- KISAN will participate in district, regional and national Agriculture Fairs and Expos to promote new technologies and varieties.

- Demonstration Farms will provide farmers local examples of varieties particularly suited to their climate and good agricultural practices.

Component B

- To promote ENA+/EHA, KISAN will support school-based events for Global Hand Washing Day, World Water Day, and National Sanitation Week, among others, through dramas, contests, and involving youth groups to raise awareness. In addition, KISAN will engage in other nutrition related celebrations including Nutrition Week and Breastfeeding Week, School Health and Nutrition Week, World Egg Day, and World Health Day among others.

KISAN will hold VDC level "health baby" contests and message delivery through community entertainment and events to promote improved health and nutrition behaviors.

Female Community Health Volunteers will conduct household visits according to key milestones in families' lives such as weddings or rice feeding/weaning ceremonies.

Skills Transfer

Skills and knowledge transfer opportunities will be conducted for change agents, farmers, agricultural enterprise, and national, district, and village coordination committees throughout the project period in accordance to the annual work plans.

Village Demonstration Farms (VDF) and Village Model Farms (VMF)

VDFs and VMF will be important vehicles for BCC. VDFs will be developed to show latest agriculture technology and associated yields of maize, lentils and commercial vegetables. The VMF will focus on promoting the nutritional value of local foods, and encourage year-round production of nutritionally-dense vegetables and animal source products. Where possible, VDF and VMF will be co-located and they will serve as sites to conduct sessions to provide information, illustration and advice on household food preparation, nutrition for children and pregnant and lactating mothers, specific information about food fortification and supplementation strategy, as well as good hygiene and sanitation practices.

3.1.2 Improving knowledge and behavior on nutrition, hygiene and sanitation practices

Targeted BCC messaging will, as mentioned, use the Suaahara materials (approved by the GON) to achieve Output 6 goals: Improved knowledge and behavior on nutrition, hygiene and sanitation practices. In addition, KISAN will mobilize partner Antenna Foundation to identify and develop communication interventions conducive to improving nutrition and sanitation practices mainly tailored for district and regional campaigns. Since Suaahara is exploring national campaigns, KISAN will likely not get involved in national campaigns. KISAN, working with H4L and others, will focus on community radio and district/regional based messaging. These approaches will target specific beneficiaries (young women, mothers-in-law, husbands, caregivers, etc.). KISAN will adapt messages developed under Suaahara, for the targeted audiences considering the local culture and challenges. The project will use a variety of channels to deliver essential hygiene action and essential health actions and may include posters in tea shops, radio, SMS, targeted talks, billboards, recordings on buses and modules in the Component A Agriculture and Component C literacy classes. These may be direct interactions with project beneficiaries; household members; agriculture and nutrition change agents at local levels; skills and knowledge transfer; stakeholder coordination; and electronic and print BCC campaigns.

Channels for delivery:

- Mobilizing GON sector-specific national and local networks in food security, agriculture, nutrition, and sanitation coordination and planning committees at local and national levels.

- Local Service Providers will promote and provide training on growing and raising nutrient rich foods through one-to-one and group interactions.

- Village Model Farms to demonstrate cultivation of nutrient-dense vegetables; production of poultry and other livestock; as social enterprises providing technical advice; proper handling and preparation of food; and basic sanitation issues. Key messages will be captured electronically, and relayed as audio-visuals. Farms will work through established channels such as the District Agriculture Development Offices (DADO) to disseminate key messages to wider audiences.

- GON's existing network of female community health volunteers (FCHVs) to disseminate nutrition and sanitation messages to the families. FCHVs will integrate these messages to beneficiary groups through household interactions with mothers, husbands, and mothers-in-law, and through group orientations and skills transfer events.

- Component A agriculture extension workers and other community members will also serve as vehicles to ensure understanding of ENA and EHA through one-to-one interactions and through CFUG, micro-credit, and related groups.

- Integrated BCC messages about diversified diets, nutritious food groups, and iodized salt; reinforce positive nutrition practices; to dissuade rapidly-increasing consumption of packaged snack foods on radio. TV, and in local print media.

- Region-specific listing of locally produced micronutrient-rich and nutrient-dense food groups or dissemination through posters and audio-visual messages.

- Campaigns for local sanitation improvement, and safe water and proper storage and handling of food in partnership with change agents and community organizations.

- Participation in local and national landmark campaigns such as Global Hand Washing Day, National Sanitation Week, and similar events at ward level.

- Key messages may be relayed through audio-visuals and electronic as well as print media as part of TV and radio shows, features in local newspapers, and as 'wall-papers' in clinics, markets, market collection centers, co-operatives, Mothers' Groups, places to collect water, etc.

- Mobilize children as vehicles for EHA messages through EHA campaigns in schools for child-to-child promotion of EHA behaviors, and to encourage children to transfer these behaviors to parents and care-givers at home.

3.2 PRINT AND ELECTRONIC OUTREACH

KISAN's mass media community outreach awareness will reinforce and strengthen extension services under Components A and B. All radio interviews, audiovisual, and electronic materials will include verbal acknowledgement that this project is made possible by USAID through the generous support of the American people. Some tools that will be used are:

Twitter, Facebook, and other social media. While social media is just emerging as a communications tool, experience around the world suggests that it may become a powerful tool here in Nepal as well. Twitter may be an emerging communications channel for reaching youth. As these social media tools evolve, KISAN will monitor their growth and relevance to KISAN work. Although KISAN will provide materials, such as photos, videos, and success stories for the USAID/Nepal Facebook page, it will not maintain a project specific social media presence.

Television/Short Film. Information about project achievements and events will be integrated into regular news and news magazine programs as appropriate. Other mechanisms can be:

- PSAs and advertising spots paid for through a public-private partnership. This may include opportunities for endorsement of appropriate products or behaviors, such as fortified foods or sanitation practices, on television shows and radio dramas.

- Popular television dramas. Through collaboration with director and producers, key agriculture, ENA, and EHA messages can be integrated into storylines of television dramas with national appeal.

Documentary/Audio-visual clips. Video documentaries will help to promote the visibility of KISAN activities and can be disseminated broadly. Brief audio-visual clips can also be developed to reinforce key agriculture, ENA+, and EHA messages. These messages can be tailored to local conditions and communities, and foster identification with fellow farmers or mothers. Once developed, these clips can be distributed online or offline as required.

Radio. Radio will help to develop KISAN behavior change communication on improved health and nutrition behaviors. KISAN will coordinate with national FM radio networks to integrate key messages through:

- Regular features and programs

- Special programs celebrating national and international days

- To further promote adoption of sustainable agriculture and post-harvest processes, KISAN will build the capacity of local radio journalists to develop radio shows in local languages on different topics on agriculture and nutrition with change agents as guests and for call-in question and answer programs.

Media packets. KISAN's mass media community outreach awareness will reinforce and strengthen extension services under Components A and B. KISAN will prepare a folder with briefers, success stories, case studies, news reprints, and other relevant documents that can be assembled on demand. The documents will be prepared in Nepali and English languages.

Media Partnerships. A strong focus will be placed on building strong relationships with media networks. Local print and electronic media will be invited to appropriate events and to showcase different activities. KISAN will provide opportunities and guidance for all media to cover KISAN events and activities.

All efforts will be made to coordinate communication with the media through the COR or other appropriate USAID staff.

ANNEX 1: COMMUNICATIONS TASKS AND METHODS

Communications Vehicles	Audience	Purpose	Communications Channels	Timeline
Staff and team meetings	Project partners and team	Update staff across components and partnerships	Emails, meetings, point of contacts within components	Monthly
Databases including • Contacts • Photo databases	Project partners and team	• Capture program images for various uses • Contacts and stakeholder database • Content management system for IKM	Emails, meetings, staff surveys and point of contacts within components	Monthly
Events calendar	USAID/Stakeholders Partners	Highlight news and updates of the project	Emails and printouts	Quarterly
Press clippings	USAID/Nepal	Track KISAN features in national and international media	E-mail; social media channels; performance reports	Quarterly
Quarterly Newsletter	USAID/Stakeholders, Partners	To highlight news and updates of the project	Email and print	Quarterly
USAID quarterly performance reports	USAID/Nepal	Meet reporting requirements	Electronic Word document	Due 30 days following quarter end
Success stories • Testimonials • Documentaries • Fact Sheets • Project Publications	USAID/Stakeholders Partners	Update USAID; maintain public interest in project activities	Include in newsletter, performance reports	Quarterly
Support for high-level visitors	USAID and GON visitors	Support USAID in sharing the agency's work to visitors	In-person	As needed
Participation in GON food security;	GON and other stakeholders	Project visibility; explore leverage opportunities	Meetings; media coverage; performance reports	As needed

ANNEX 1: COMMUNICATIONS TASKS AND METHODS

Communications Vehicles	Audience	Purpose	Communications Channels	Timeline
agriculture; nutrition; and sanitation networks				
Output- specific BCC messages and interventions	Beneficiaries; wider public audiences	Foster behavior changes in targeted interventions	Radio, TV; print medial personal interactions	As needed
• Presentations at conferences; forums • Participation in multi-sector events as appropriate	USAID and stakeholders	Establish cross-linkages/leverage opportunities between project and other development activities	Local and national events	As needed
Participation in local community events, and development exhibitions	Multi-stakeholders	Maintain project goodwill within region and leverage opportunities	Local and national events	As needed
Staff orientation package	Project partners and team	Maintain common understanding of project objectives and approach	Emails, print-outs	Annual/As needed
USAID-endorsed style sheets, templates, and document guidelines	Project partners and team	Standardized project-related documentation and branding in all materials	Emails, meetings, point of contacts within components	Annual
USAID annual progress reports	USAID	Meet reporting requirements	Electronic Word document	30 days after fourth quarter end
USAID final close out report	USAID	Meet reporting requirements	Electronic Word document	TBD

ANNEX 2: EVENTS CALENDAR FOR KISAN FROM JUNE 2013 THROUGH JUNE 2014

Date	Communication Event	Objective	USAID and Stakeholders Involvement	Location	Communication materials required (note documents requiring USAID approval)
July 23, 2013	Project launch – National	Formally launch KISAN project at a joint event with AFSP	Hosted by GON together with USAID and World Bank.	Kathmandu	Event agenda; project fact sheets; press release
July 31, 2013	Inception Workshop	Introduce KISAN project activities to GON and other stakeholders, national and regional	Hosted by USAID; joint event with IDE's IPM CRSP. Participation by GON and other stakeholders	Nepalgunj	Event agenda; project fact sheets; press release
August, 2013 TBD	District-level Initial Meeting	To introduce and integrate KISAN into regional food security, agriculture, and nutrition networks	Winrock will coordinate	Nepalgunj	Event agenda; project fact sheets
1st week of August, 2013	Beast Feeding Week	To promote improved maternal and child health practices	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate

ANNEX 2: EVENTS CALENDAR FOR KISAN FROM JUNE 2013 THROUGH JUNE 2014

Date	Communication Event	Objective	USAID and Stakeholders Involvement	Location	Communication materials required (note documents requiring USAID approval)
September 21, 2013	World Sanitation Day	To promote improved maternal and child health and sanitation practices through BCC	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate
October 3, 2013	Initial food security, agriculture, nutrition, and sanitation National Project Advisory Committee Meeting	To introduce and integrate KISAN into national food security, agriculture, and nutrition networks	Winrock will coordinate	Kathmandu	Event agenda; project fact sheets
October 2013	Vitamin A Supplementation and Deworming	Two times a year. To promote improved maternal and child health practices	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate
2nd Friday in October, 2013	World Egg Day	To promote improved maternal and child health practices	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate
October 15, 2013	World Hand Washing Day	To promote improved maternal and child health and sanitation practices	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate

ANNEX 2: EVENTS CALENDAR FOR KISAN FROM JUNE 2013 THROUGH JUNE 2014

Date	Communication Event	Objective	USAID and Stakeholders Involvement	Location	Communication materials required (note documents requiring USAID approval)
October 16, 2013	World Food Day				
October 2013	Staff orientation	Orient all KISAN staff about KISAN objectives and goals	Winrock will coordinate	Neplagunj and in mid-west districts	Agenda; training packages; training material
November 19, 2013	World Toilet Day	To promote improved maternal and child health and sanitation practices	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate
December, 2013	Change Agent Training	To train Component A and B Managers	Winrock will coordinate	Nepalgunj	Agenda; training packages; training material
Last week of December, 2013	School Health and Nutrition Week	To promote improved maternal and child health and sanitation practices	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate
January, 2014	Inception Workshop	Introduce KISAN project activities to GON and other stakeholders, national and regional	Participation by USAID, GON and other stakeholders	Dhangadi and Kapilbastu	Event agenda; project fact sheets; press release

ANNEX 2: EVENTS CALENDAR FOR KISAN FROM JUNE 2013 THROUGH JUNE 2014

Date	Communication Event	Objective	USAID and Stakeholders Involvement	Location	Communication materials required (note documents requiring USAID approval)
January, 2014	Staff orientation	Orient all KISAN staff about KISAN objectives and goals	Winrock will coordinate	Dhangadi and far-west districts; Kapilbastu, and west districts	Agenda; training packages; training material
February, 2014	Iodine Month	To promote improved maternal health practices	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate
March 22, 2014	World Water Day	To promote improved maternal and child health and sanitation practices	KISAN's Component B lead to coordinate	All project districts	Posters; audio-visual and print messages; demonstrations as appropriate
April, 2014	Vitamin A Supplementation and Deworming	To promote improved child health practices	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate
April 6, 2014	World Health Day	To promote improved community health and sanitation practices	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate
April 22, 2014	Earth Day				

ANNEX 2: EVENTS CALENDAR FOR KISAN FROM JUNE 2013 THROUGH JUNE 2014

Date	Communication Event	Objective	USAID and Stakeholders Involvement	Location	Communication materials required (note documents requiring USAID approval)
June 5, 2013	World Environment Day	To promote improved community health and sanitation practices	KISAN's Component B lead to coordinate	All project districts	Posters; audio-visual and print messages; demonstrations as appropriate
June 5-7, 2014	Sanitation Week	To promote improved maternal and child health and sanitation practices through BCC and demonstrations	KISAN's Component B lead to coordinate	All Component B sites	Posters; audio-visual and print messages; demonstrations as appropriate
June 29, 2014	Rice Day	To highlight improved rice varieties, and cultivation practices	KISAN's Component A lead to coordinate	All project sites	Posters; audio-visual and print messages; demonstrations as appropriate
Throughout the year	Agro-Expo/Fairs	To promote and exchange information and practices for improved agriculture practices	KISAN's Component A lead to coordinate	All Component A districts	Posters; audio-visual and print messages; demonstrations as appropriate

ANNEX 3: BRANDING STRATEGY AND MARKING PLAN

BRANDING IMPLEMENTATION PLAN

The branding strategy of the Knowledge-based Integrated Sustainable Agriculture and Nutrition Project (KISAN) is designed to create a positive public image of the project as assistance from USAID, made possible by the generous support of the American people, to sustainably reduce hunger and poverty in Nepal. When we sign a contract with USAID, we agree to follow the branding policies established for acquisition awards under ADS Chapter 320. It is understood that USAID requires exclusive marking and branding under contracts. It is also understood that USAID expects this project to have high visibility. When developing project materials we agree to follow the design guidance provided in the USAID Graphic Standards Manual. The details on branding and marking policies for acquisition awards can be found on the main USAID Web site at: www.usaid.gov/branding.

Project materials will be marked using the standard USAID identity or Nepal sub-brand of the USAID identity. Per USAID branding policies for acquisition awards, Winrock International's logo and partner organizations' logos will not be used in marking project materials.

There is no intent at this time to request a waiver or an exception from marking requirements. However, if conditions during the project arise that justify such a request, it will be made in consultation with USAID.

Positioning

The name of this project is Knowledge-based Integrated Sustainable Agriculture and Nutrition Project (KISAN).

The desired level of USAID's visibility for the project is high.

There will not be a unique program logo.

Program Communications and Publicity

The communications, publicity and project materials developed by the Knowledge-based Integrated Sustainable Agriculture and Nutrition Project (KISAN) will clearly identify project activities as assistance from USAID made possible by the generous support of the American people to sustainably reduce hunger and poverty in Nepal.

- The target audiences for KISAN are vulnerable households (including female-headed households, with children under five) in 20 defined target districts. Secondary audiences include agribusinesses along the value chain (from national based companies to agrovets), Nepali organizations, and Government of Nepal counterparts.

- Communications and project materials including reports, training materials, newsletters, analysis documents, success stories, photo essays, signage, posters, banners, certificates, internship applications, grant applications, electronic materials, radio shows, and press releases will be marked with the USAID identity.

- The project will conduct outreach activities using radio and television programming and PSAs.

- The project will utilize signage and SMS messaging to distribute market information and behavior change communication.

- Project activities will include trainings for change agents, farmers, agricultural enterprise, and national, district, and village coordination committees. All training manuals, signage, banners, and other relevant materials will be marked with the USAID identity.

- The project will provide materials such as photos, videos, and success stories for the USAID/Nepal Facebook page but will not maintain a project specific social media presence.

- Each Winrock program office will have an emergency response plan in place. The plan will include guidelines for responding to the media. In the event of an emergency, Winrock staff will refer to the emergency response plan. All efforts will be made to coordinate communication with the media through the COR or other appropriate USAID staff.

- Any "public communications," as defined in 22 C.F.R. 226.2, funded by USAID, in which the content has been approved by USAID, will contain the following disclaimer: "This study/report/audio-visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Winrock International and do not necessarily reflect the views of USAID or the United States Government."

- As specified in the standard provisions, Winrock International will provide the COR or other USAID personnel designated in the grant or cooperative agreement with two copies of all project and communications materials produced under the award. In addition, Winrock will submit one electronic or one hard copy of all final documents to USAID's Development Experience Clearinghouse.

The main project message will convey that KISAN will, through a coordinated approach, promote a broad-based, sustainable improvement in smallholder incomes and nutritional status leading to reduced hunger and poverty in Nepal.

Acknowledgements

Acknowledgement of local, regional, and national government participation and community contributions is an important tool for encouraging and rewarding partnership with the project. Government's role and community contributions will be highlighted when appropriate; however, there is no intent to co-brand using host-country government logos.

Marking Plan

Public Communications and Program Materials

Project publications, training materials, and communications that are intended for external use will be marked with the USAID Identity. Public communications that will visibly bear the USAID Identity include reports, training materials, newsletters, analysis documents, success stories, photo essays, signage, posters, banners, certificates, internship applications, grant applications, electronic materials, and press releases.

Email communications will be excluded from the logo requirements since graphics are not compatible with plain-text e-mail formats. However, the USAID Identity will be included in any electronic publications such as e-newsletters.

Materials used for procurement and administrative purposes will not include the USAID Identity.

Radio interviews and other audio materials, if any, will include verbal acknowledgement that this project is made possible by USAID through the generous support of the American people.

Equipment

Project computers and office equipment, and other items used in the administration of the project will be marked with the USAID Identity. Equipment purchased for project implementation activities will be marked with the USAID Identity through signs, stickers, or other markings.

Annex 4

Program Deliverables

Deliverable	Type of Marking; Placement	Performance Period
Branding Implementation Plan (project logo placement, branding plan guidelines/software templates and identity marking stencil for USAID/Nepal KISAN; USAID brand identity stickers and branded materials)	Defines for products, equipment, public communications, inputs or deliverables for high visibility	Year 1
Initial Work Plan, Monitoring and Evaluation Plan, Implementation Plan; Detailed Implementation Plans	USAID Identity on cover	Year 1
Newsletters and Other Project Marketing or Communications Materials	USAID Identity on cover or front page	Ongoing
Grant RFPs	USAID Identity on cover	Ongoing
Internship Applications	USAID Identity on cover	Ongoing
Banners at Workshops, Meetings, Conferences, Fairs, Media Events and Trainings	USAID Identity on banner	Multiple, regular, or one-time events throughout Years 1-5
Printed Market Information/Awareness or Behavior Change Communications Materials	USAID Identity on front page	Ongoing

Annex 4

Program Deliverables

Deliverable	Type of Marking; Placement	Performance Period
Audio-Visual Information/Awareness or Behavior Change Communications Materials	USAID Identity on cover; verbal acknowledgement	Ongoing
Nutrition (ENA+ and EHA) Materials, Sanitation Campaign and Training Materials, WASH Materials	USAID Identity on sheets, and signs	Ongoing
Agriculture Demonstrations, Nutrition and Sanitation Demonstrations, Village Model Farms	USAID Identity on signboards	Ongoing
SMS Market Information or Awareness Information	USAID Acknowledgement, unless limitations of the medium preclude doing so	Ongoing
Radio Awareness/Information Activities	Verbal acknowledgement of USAID	Multiple targeted campaigns over Years 1-5
Project Performance Reports (annual work plans, monthly reports, quarterly progress reports, annual reports, final report, consultant reports, and success stories)	USAID Identity on the cover	Monthly, quarterly, or annually, per requirements